



Event Chairs:

*Shamim Okoffoh
& Marnie Oldner*

October 2, 2024

11:30 AM - 1 PM

Statehouse Convention Center

Presented by



**Arkansas
Children's**

HOSPITALS • RESEARCH • FOUNDATION



ABOUT POWER OF THE PURSE

WHO WE ARE:

The Women's Foundation of Arkansas (WFA) was launched in 1998 when two of our founders, Pat Lile and Olivia Farrell, saw the need for funding dedicated to investing in projects that support women and girls in our community. These women were instrumental in seeking out prominent female leaders from "Top 100 Women in Arkansas," where the idea for an organization for and by women was initiated. We strive to not only expand educational opportunities for women who do not have access to them, but also empower and equip women with necessary resources for emerging occupations, improve the economic status of Arkansas women, and promote mentorship for women and girls who need tangible and emotional support.

In 1999, the first Power of the Purse luncheon was held to announce the grants made possible to support these causes with donations from the original founders. WFA now holds this fundraising event each year to honor accomplished women, announce grants made that year and highlight other WFA programs. This year's Power of the Purse Luncheon will be held Wednesday, October 2, 2024, at the Statehouse Convention Center.

JOIN US IN CELEBRATING OUR 2024 HONOREES:

Woman in Public Service

DR. NIRVANA MANNING

Chairman of OB/GYN Department
UAMS

Woman in Philanthropy

CATHY TUGGLE

Owner
Apartment Hunters & Arkansas Suites

Woman in Business

LENORE TRAMMELL

CCO and General Counsel
Big River Steel

HOW YOU CAN HELP:

We envision a state of equal opportunity – where all women are empowered to achieve economic security. However, this dream is unachievable without the monetary support of generous sponsors. This year, we are inviting you to become a sponsor prior to media coverage for this event and before we send invitations, e-newsletters and run advertising so that your name or company may be recognized for your support of Arkansas women and girls.



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WEDNESDAY, OCTOBER 2, 2024

EVENT CHAIRS:
SHAMIM OKOLLOH &
MARNIE OLDNER

WOMENSFOUNDATIONARKANSAS.ORG



2024 POWER OF THE PURSE

SPONSORSHIP OPPORTUNITIES

PRESENTING LEVEL: (RESERVED)

CHAMPION LEVEL: \$15,000

Acting as a champion for the WFA and for women and girls across the state, a Champion Sponsor will support the organization's efforts to expand its footprint and make economic security accessible for all women.

- Recognition as Power of the Purse Champion
- Logo and/or company name included in:
 - Event program, invitation, and all print materials
 - Media coverage for event
 - WFA Power of the Purse eblast(s) and 1 WFA e-newsletter
 - WFA website
 - Presentation during event
- Table signage with logo at event
- Full-page ad with priority placement in event program book
- Preferred seating for 10 guests
- Opportunity to show Company video during Power of the Purse event. (Video should not exceed 1 minute in length and must be submitted to WFA by September 13.)
- Special invitation to pre-Power of the Purse events around the state recognizing WFA Founders, honorees, and sponsors

PARTNER LEVEL: \$10,000

In true partnership with WFA, sponsors at this level support the organization's biggest initiatives and high-impact work.

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 - WFA website
 - Presentation during event
- Table signage with logo at event
- Full-page ad in event program book
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SPONSORSHIP OPPORTUNITIES

WOMEN EMPOWERED LEVEL: \$5,000

- Logo and/or company name in program and signage for event.
- Logo and/or company name in e-newsletters
- Company logo on WFA website
- Logo on presentation during Power of the Purse event
- Table signage at Power of the Purse event
- Full page ad in Power of the Purse program book
- Preferred seating with 10 guest invitations

PATRON LEVEL: \$2,750

- Logo and/or company name in program and presentation during event.
- Company name on WFA website
- Half page ad in Power of the Purse program book
- Table signage at Power of the Purse event
- 10 guest invitations

TABLE: \$1,500

- Logo and/or company name included in event program and presentation
- Table for 10 guests



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PAYMENT OPTIONS

JOIN US IN CELEBRATING OUR 2024 HONOREES:

Woman in Public Service

DR. NIRVANA MANNING

Woman in Philanthropy

CATHY TUGGLE

Woman in Business

LENORE TRAMMELL

PAYMENT METHOD:

☐ Credit card payment preferred (Visa, MasterCard or American Express)

Card # _____ Expiration Date _____ Sec. Code _____

☐ Check enclosed (make payable to Women's Foundation of Arkansas)

☐ Please invoice for sponsorship.

☐ I am unable to sponsor Power of the Purse this year. Please contact me again at another time.

CONTACT INFORMATION:

Company Name _____

Department _____

Mailing Address _____

City _____ State _____ ZIP _____

Primary Contact _____

Telephone _____

Email _____

YES! I WANT TO SPONSOR POWER OF THE PURSE IN 2024!

☐ CHAMPION: \$15,000 ☐ PARTNER: \$10,000 ☐ WOMEN-EMPOWERED: \$5,000

☐ PATRON: \$2,750 ☐ TABLE: \$1,500



PLEASE RESPOND BY SEPTEMBER 28TH FOR INCLUSION IN EVENT MATERIALS.

For sponsorship inquiries or additional information please contact Becky Flynn at
bflynn@womensfoundationarkansas.org or (501)244-9740, Ext. 104.

WOMENSFOUNDATIONARKANSAS.ORG